

Claims

1. (Currently amended) A method of operating at least one digital computer for commercial Internet-based communication with a user, comprising:
- a first entity receiving from the user a web browsing activity communication and a first identifier;
 - a second entity receiving from the user a user communication address and the first identifier;
 - the first entity transmitting to the second entity a resulting communication intended for the user and the first identifier; and
 - the second entity transmitting the resulting communication to the user communication address.
2. (Original) The method of claim 1 wherein the first entity is an Internet advertising service entity.
3. (Original) The method of claim 1 wherein the first identifier is a unique device identifier.
4. (Original) The method of claim 1 including the first entity receiving a site identifier associated with a digital property visited by the user, and the second entity receiving the user communication via a third entity associated with the digital property.
5. (Original) The method of claim 1 wherein the user communication address is an email address.
6. (Original) The method of claim 1 wherein the user communication address includes personal information identifying the user.
7. (Original) The method of claim 1 wherein the second entity is a separate entity from the first entity.
8. (Original) The method of claim 1 including the second entity securing the user communication address to prevent access by the first entity to the user communication address.
9. (Currently amended) The method of claim 1 including a third entity collecting the user communication address, and displaying indicia associated with at least one of the first entity and the second entity in conjunction with the collection of the user address.

BKL AA-11 3/11/04

PATENT

10. (Original) The method of claim 9 wherein the indicia includes an assurance of personal data security to the user.
11. (Original) The method of claim 1 wherein the resulting communication is a commercial promotion.
12. (Original) The method of claim 1 including the first entity generating the resulting communication at least in part based on the web browsing activity communication.
13. (Original) The method of claim 1 including the first entity retrieving a database record associated with the first identifier.
14. (Original) The method of claim 13 wherein the database record includes information about prior web browsing activity associated with the first identifier.
15. (Currently amended) A method of operating at least one digital computer for commercial Internet-based communication with a user, comprising:
collecting Internet activity information about the user;
storing the information at a first location;
receiving personal identifying information about the user; and
directing the personal identifying information to a custodian separate from the first location.
16. (Original) The method of claim 15 including generating a communication to the user based on the Internet activity information, transmitting the communication to the custodian for transmission to the user.
17. (Original) The method of claim 15 including collecting a unique device identifier in conjunction with collecting Internet activity information, and wherein receiving personal identifying information includes receiving the unique device identifier.
18. (Original) The method of claim 15 including segregating the Internet activity information from the personal identifying information to prevent access by a common entity.

BKLAA-11 3/11/04

PATENT

19. (Original) The method of claim 15 wherein receiving personal identifying information about the user includes inviting the user to provide the receiving personal identifying information, and displaying indicia associated with the custodian.

20. (Original) An Internet computer system comprising:

- a first storage facility containing Internet activity information associated with an identifier;
- a separate second storage facility containing address information associated with the identifier;
- a message generator operable to generate a message based on the Internet activity information;
- a message transmission connection between the first facility and the second facility; and
- a message addressing facility connected to the second storage facility operable to retrieve and apply the address information to the message.